

Cliffside Laser Monthly Combined Performance Summary

07/01/2023 - 07/31/2023

Table of contents

Google Ads Key Performance Indicators.....	Page 3
Google Ads Budget Coverage.....	Page 3
Google Ads Monthly Performance Trends.....	Page 4
Google Ads Campaign Performance Summary.....	Page 5
Google Ads Conversion Summary.....	Page 6
Facebook Key Performance Indicators.....	Page 7
Facebook Week-Over-Week Performance Comparison.....	Page 8
Facebook Device Performance Summary.....	Page 9
Facebook Campaign Performance Summary.....	Page 10
Facebook Ad Set Performance Summary.....	Page 10
Facebook Ad Performance Summary.....	Page 11
Facebook Demographic Performance - Age.....	Page 12
Facebook Demographic Performance - Gender.....	Page 13
Facebook Year-to-Date Performance.....	Page 14
Glossary.....	Page 15

Google Ads | Key Performance Indicators

07/01/2023 - 07/31/2023

Cost
Hackensack MedSpa

\$0.00
\$0.00 0.00%

Clicks
Hackensack MedSpa

0
0 0.00%

Avg CPC
Hackensack MedSpa

\$0.00
\$0.00 0.00%

Conversions
Hackensack MedSpa

0
0 0.00%

Conv. Rate
Hackensack MedSpa

0.00%
0.00% 0.00%

Cost / Conv
Hackensack MedSpa

\$0.00
\$0.00 0.00%

Google Ads | Budget Coverage

Search Impr. Share
Hackensack MedSpa

0.00%
0.00% 0.00%

Search IS Lost (Due to Budget)
Hackensack MedSpa

0.00%
0.00% 0.00%

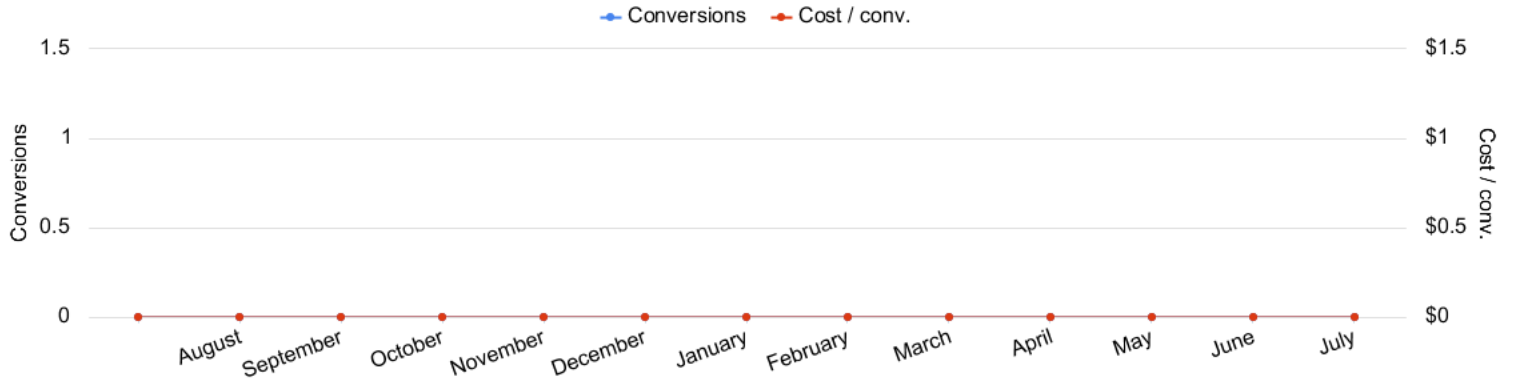
Search IS Lost (Due to Rank)
Hackensack MedSpa

0.00%
0.00% 0.00%

Google Ads | Monthly Performance Trends

07/01/2022 - 07/31/2023

Conversions vs Cost / Conv
Hackensack MedSpa



Account Performance by Month
Hackensack MedSpa

There are no results

Google Ads | Campaign Performance Summary

07/01/2023 - 07/31/2023



Campaign Performance Breakdown
Hackensack MedSpa

There are no results

Google Ads | Conversion Summary

07/01/2023 - 07/31/2023

 Conversion Performance
Hackensack MedSpa

There are no results

Facebook | Key Performance Indicators

07/01/2023 - 07/31/2023

Cost
Medstar Clients

\$257.02
\$44.35 479.53%

Impressions
Medstar Clients

11,336
1,069 960.43%

Reach
Medstar Clients

4,622
770 500.26%

Clicks (Link)
Medstar Clients

170
13 1,207.69%

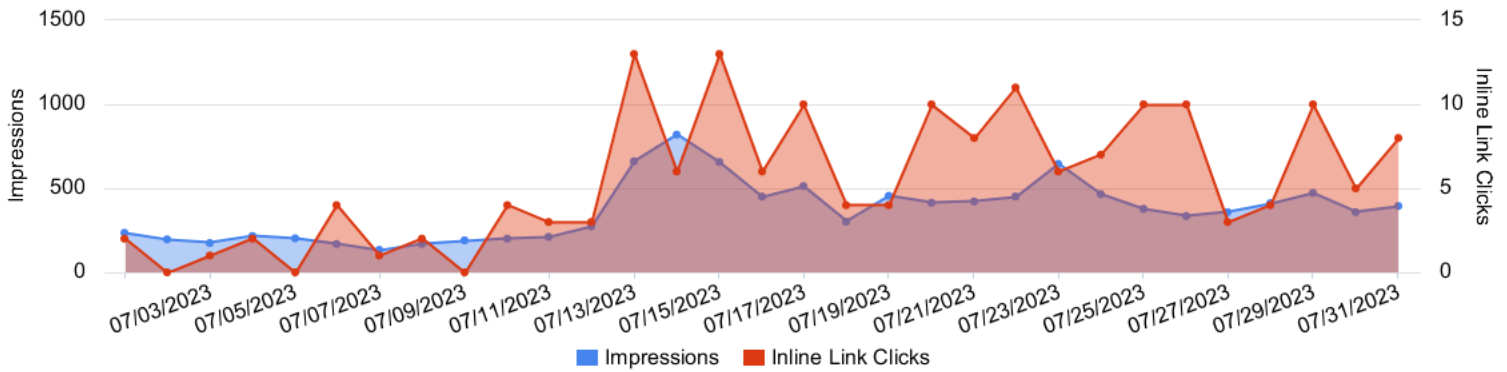
Leads
Medstar Clients

40
1 3,900.00%

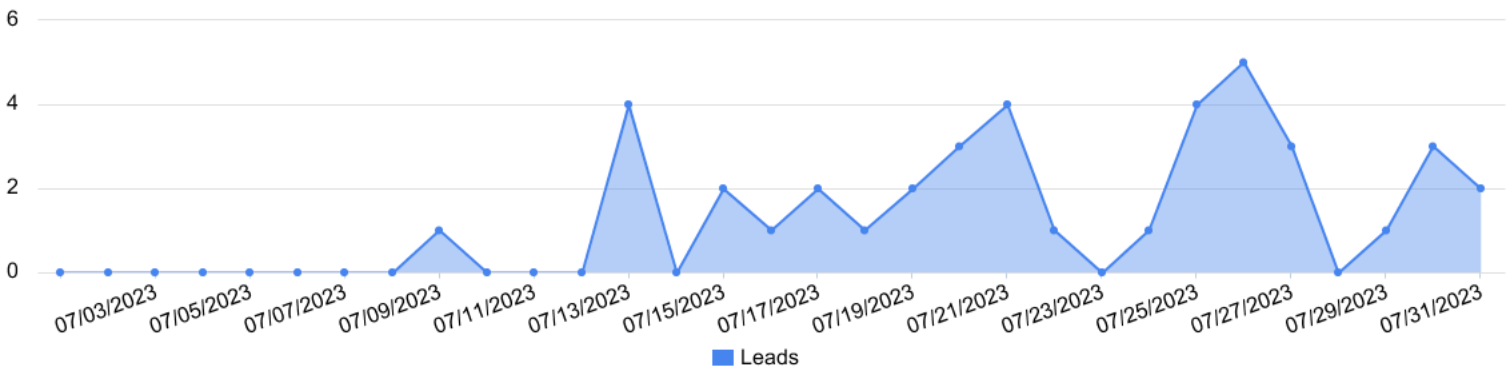
Cost / Lead
Medstar Clients

\$6.43
\$44.35 -85.50%

Impressions vs Inline Link Clicks
Medstar Clients



Conversions by day
Medstar Clients



Facebook | Week-Over-Week Performance Comparison

07/01/2023 - 07/31/2023 - Comparing to 06/01/2023 - 06/30/2023

Overall Performance Summary Medstar Clients

Metric	07/01/2023 - 07/31/2023	06/01/2023 - 06/30/2023	% Change
Cost	\$257.02	\$44.35	479.53%
Impressions	11,336	1,069	960.43%
Reach	4,622	770	500.26%
Clicks	170	13	1,207.69%
CTR	1.50%	1.22%	23.32%
Frequency	2.45	1.39	76.66%
Leads	40	1	3,900.00%
CPA	\$6.43	\$44.35	-85.50%

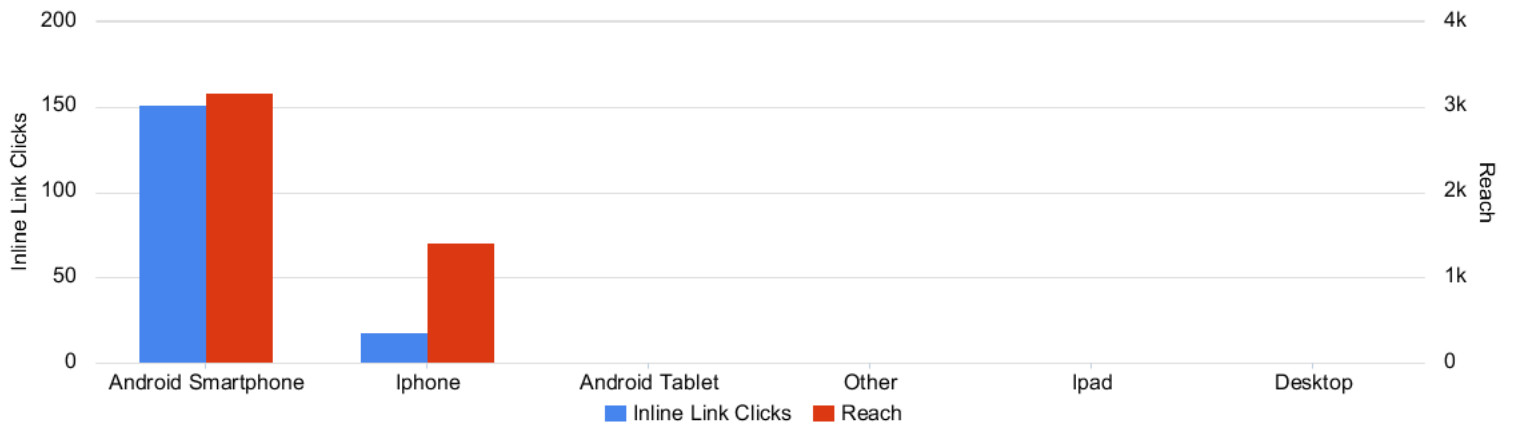
Engagement Summary Medstar Clients

Metric	07/01/2023 - 07/31/2023	06/01/2023 - 06/30/2023	% Change
Page Likes	0	0	0.00%
Post Comments	1	0	100.00%
Post Reactions	8	1	700.00%
Post Shares	0	0	0.00%

Facebook | Device Performance Summary

07/01/2023 - 07/31/2023

Device Performance Chart Medstar Clients



Device Platform Performance Medstar Clients

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency
Medstar Clients	\$257.02	11,336	170	1.76%	4,622	2.45
> Mobile App	\$256.06	11,216	170	1.77%	4,558	2.46
> Unknown	\$0.16	1	--	0.00%	1	1
> Mobile Web	\$0.23	69	--	0.00%	49	1.41
> Desktop	\$0.57	50	--	2.00%	15	3.33

Facebook | Campaign Performance Summary

07/01/2023 - 07/31/2023

Campaign Performance Breakdown Medstar Clients

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Cliffside Skin - Lip Filler (Conversions)	\$257.02	11,336	170	40	\$6.43
Total	\$257.02	11,336	170	40	\$6.43

Facebook | Ad Set Performance Summary

07/01/2023 - 07/31/2023

Top Performing Ad Sets Medstar Clients

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Registrations Completed	Cost per Registration Completed
Website Leads - Interest Stack	Cliffside Skin - Lip Filler (Conversions)	\$128.47	7,094	126	0	\$0.00
Website Leads - Audience Stack	Cliffside Skin - Lip Filler (Conversions)	\$30.97	1,990	25	0	\$0.00
	Total	\$257.02	11,336	170	0	\$0.00

Facebook | Ad Performance Summary

07/01/2023 - 07/31/2023

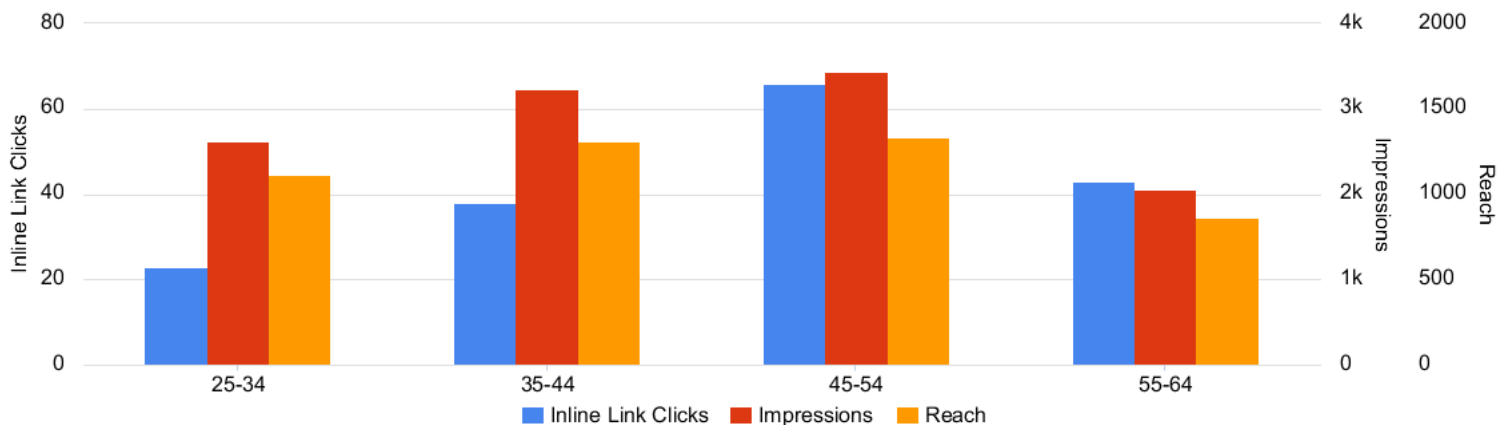
Top Performing Ads
Medstar Clients

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Lip Filler - Image - Colored		Cliffside Skin - Lip Filler (Conversions)	\$0.01	--	13	9	1.44	0.00%	0
Lip Filler - Image - Closed Eyes		Cliffside Skin - Lip Filler (Conversions)	\$1.94	5	168	89	1.89	2.98%	1
Lip Filler - Image - \$50 Off		Cliffside Skin - Lip Filler (Conversions)	\$1.10	1	131	68	1.93	0.76%	1
Lip Filler - Video - Music		Cliffside Skin - Lip Filler (Conversions)	\$0.01	--	3	3	1	0.00%	0
Lip Filler - Video - Music		Cliffside Skin - Lip Filler (Conversions)	\$0.00	--	1	1	1	0.00%	0
Lip Filler - Image - Lips Treatment		Cliffside Skin - Lip Filler (Conversions)	\$27.88	19	1,673	868	1.93	1.14%	7
Total			\$30.94	25	1,989	1,038	9.19	--	9

Facebook | Demographic Performance - Age

07/01/2023 - 07/31/2023

Age Performance Chart
Medstar Clients



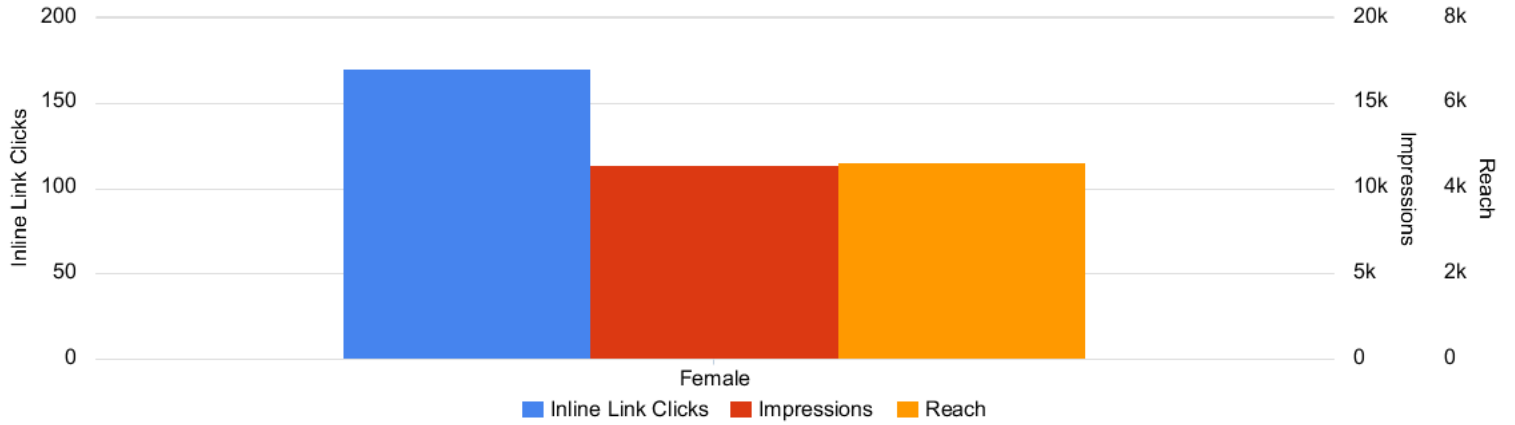
Age Performance Summary
Medstar Clients

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency
Medstar Clients	\$257.02	11,336	4,622	170	1.76%	2.45
> 25-34	\$38.79	2,616	1,116	23	1.15%	2.34
> 35-44	\$59.61	3,230	1,310	38	1.42%	2.47
> 45-54	\$100.73	3,429	1,336	66	2.07%	2.57
> 55-64	\$57.89	2,061	860	43	2.57%	2.4

Facebook | Demographic Performance - Gender

07/01/2023 - 07/31/2023

Gender Performance Chart
Medstar Clients



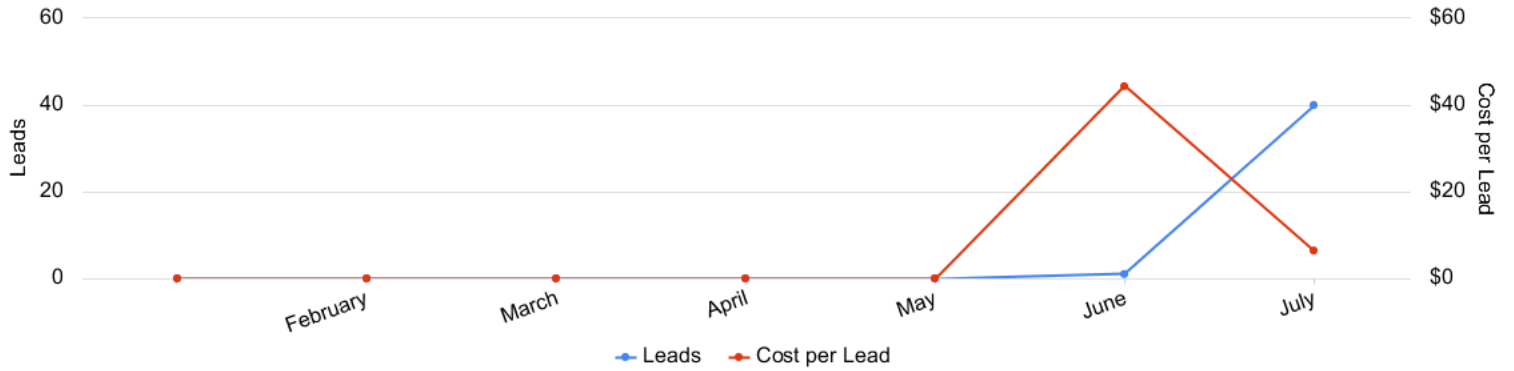
Gender Performance Summary
Medstar Clients

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency
Medstar Clients	\$257.02	11,336	4,622	170	1.76%	2.45
> Female	\$257.02	11,336	4,622	170	1.76%	2.45

Facebook | Year-to-Date Performance

07/01/2023 - 07/31/2023

Year-to-Date Trend Medstar Clients



Historical table (by month) Medstar Clients

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Medstar Clients	\$257.02	170	11,336	4,622	2.45	1.76%	40
> 2023-07-01 - 2023-07-31	\$257.02	170	11,336	4,622	2.45	1.76%	40

Glossary

- Impressions (Impr) - Number of times your ad was displayed
- Display Impression Share - Refers to the percentage of times your ad was shown in a display placement when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Search Impression Share - Refers to the percentage of times your ad was shown in search results when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Clicks - Number of clicks that resulted from an ad
- Avg. CPC - Cost per click
- CTR - Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Cost - Media spend accrued
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- CPA - Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- CR - Conversion rate
- Quality Score - is a metric used by Google to determine how relevant they believe your advertising to be based on the keywords your ad is appearing for
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage